

CLAIMS

What is claimed is:

1. An fluid intake tracker, comprising:
a body;
an intake indicator mounted to said body; and
means for reversibly coupling the body to a fluid container.
2. A fluid intake tracker as recited to claim 1, wherein said body and said means for reversibly coupling the body to a fluid container comprises a flexible arcuate body with a generally "C" shaped cross section.
3. A fluid intake tracker as recited to claim 2, further comprising:
a lining of insulation disposed on an interior surface of said arcuate body.
4. A fluid intake tracker as recited to claim 1, wherein said means for reversibly coupling the body to a fluid container comprises a strap with a fastener.
5. A fluid intake tracker as recited to claim 4, wherein said fastener comprises a hook and loop type fastener.
6. A fluid intake tracker as recited to claim 1, wherein said means for reversibly coupling the body to a fluid container comprises an insulated sleeve.
7. A fluid intake tracker as recited to claim 1, wherein said means for reversibly coupling the body to a fluid container comprises an insulated sleeve with a zipper and a collar mounted circumferentially around a rim of said sleeve.
8. A fluid intake tracker as recited to claim 7, further comprising
a handle attached to said insulated sleeve.

9. A fluid intake tracker as recited to claim 1, wherein said intake indicator comprises an electronic device with a display mounted to said body, said electronic device configured to numerically display intake events.

10. A fluid intake tracker as recited to claim 9, further comprising:
an alarm configured to activate at time intervals set by the user.

11. A fluid intake tracker as recited to claim 9, said electronic device further comprising:
a housing enclosing said electronic device configured to attach and detach from said body and be transferable from one body to another.

12. A fluid intake tracker as recited to claim 9, said electronic device further comprising:
a solar cell mounted to said housing providing power to said electronic device.

13. A fluid intake tracker as recited to claim 1, further comprising:
promotional indicia applied to said body of said fluid intake tracker.

14. A fluid intake tracker, comprising:
a container having exterior and interior walls, said exterior wall having a detachable plate; and
an intake indicator coupled to said plate, said indicator comprising:
a programmable electronic device with a display, controls and a power source,
wherein the display indicates a number representing the number of intake events upon actuation of said controls to a limit programmed by the user.

15. A fluid intake tracker as recited to claim 14, wherein said intake indicator further comprises:
- a timer; and
 - an alarm,
- wherein said alarm activates at time intervals set by the user to remind the user to consume a certain volume of fluid during a time period.
16. A fluid intake tracker as recited to claim 15, wherein said alarm is a flashing light.
17. A fluid intake tracker as recited to claim 14, wherein said power source comprises a solar cell.
18. A fluid intake tracker as recited to claim 14, further comprising: promotional indicia applied to said body of said fluid intake tracker.
19. A fluid intake tracker, comprising:
- a container having exterior and interior walls, said exterior wall having a longitudinal slot; and
 - an intake indicator comprising:
 - a post with a base disposed within said longitudinal slot configured to slide within said slot; and
 - a scale of numerals in parallel alignment to said longitudinal slot of said exterior wall,
- wherein said post is advanced along said longitudinal slot and positioned aside a numerals of the scale of numerals by a user to identifies the number of fluid intake events.
20. A fluid intake tracker as recited to claim 19, further comprising: promotional indicia applied to said exterior wall of said container of the fluid intake tracker.